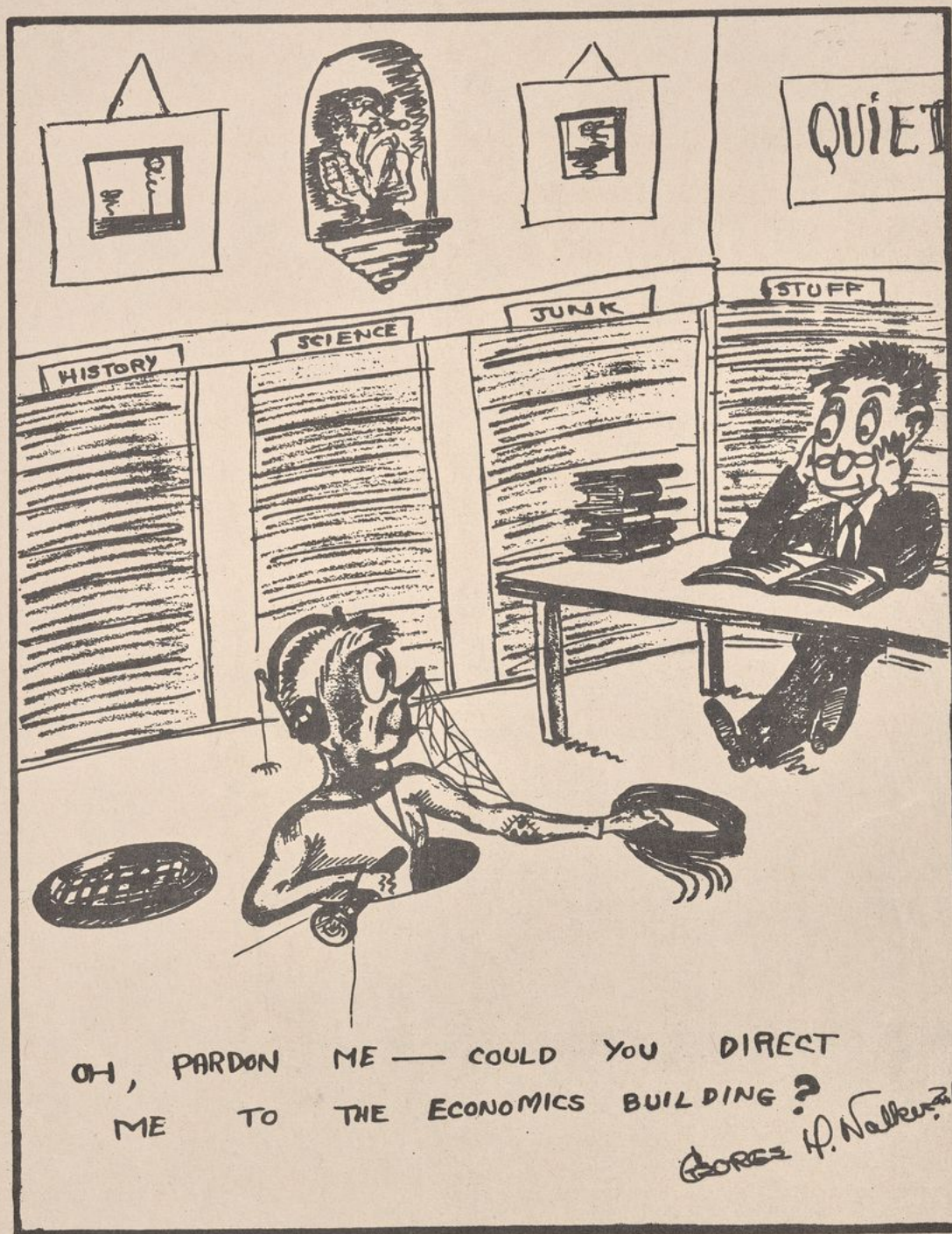


BULLETIN

June '44



"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

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The cover of this bulletin was designed by the late George Walker, Brown '45 who was killed in an operational flight on April 5th, 1944. George was Program Director of the Brown Network from July 1942 to February 1943

Ever since the inception of the IBS, those of us who have worked with it have endeavored to raise the standards of college programming. We have tried, without too much success, to establish a script and record exchange, to serve both as a means of providing good programs for college students and as a means of distributing sound models of shows which have proven usable for college stations. This has never worked out as planned.

Many of the students who go out to work on the college stations plan to continue on in radio after graduation, and it seems illogical that they do not put their best efforts into developing a style and technique which will be useful later.

Most aspiring writers, and even some of the biggest names in radio, with whom I have come in contact, have told me that

they would have given anything to have such an opportunity when they were trying to break into the field. The college student has an unprecedented chance to try out his ideas and be sure of an audience. Since a college student is far from bashful when it comes to criticism, he also has a wonderful chance to find out which type of material is acceptable to radio listeners, and which is considered trite or arty. By the time he leaves school, if he uses what time he has to good avail he will have a pretty sound idea as to whether or not he will ever be a success in this field.

From all sides I hear the contention, that students do not have the time to do more than play records. But at the Convention there were loud protestations that record playing takes a lot more time than appears on the surface. If you are going to put on a first class program of recorded music, a lot of time and thought must go into this production. With very little additional expenditure of time, original shows could be produced. We do not expect four or six hours a day of original material, but surely one hour a week could be set aside for good shows which meet professional standards.

The faculty advisors, in those schools which have the benefit of expert guidance and advice, have told me that they manage to put on shows each week which meet these requirements. The students at these colleges are no less busy than the students at others, but they seem to take more advantage of the opportunities which are at hand. A really interested faculty advisor can do more than any other factor to give a station continuity of production as students leave and others come to take their places.....They can give advice, based upon experience, of what has failed and is likely to fizzle out again, and what is good, and likely to succeed again.

But whether or not you have a faculty advisor, there is a crying need for better and more original programming on the college campuses.

Harriette Slote
IBS Program Manager

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The following news items about the college stations have been culled from the college newspapers to which the IBS subscribes, and which we read avidly:

The biggest news this month has come a long way, in fact, all the way from Alabama. Journalism and Radio students helped WAPI (Birmingham) gather election results in the Hill-Simpson senatorial race. Three journalism students were stationed in the County Courthouse, and as the results started coming in they tabulated and kept totals. The cumulative totals were telephoned at intervals to listeners in the studios of BRN. Announcer Roy Flynn stood by the microphone when WAPI, on a state-wide hookup called, "Come in Tuscaloosa," and gave over the air the totals for the county.

The three students turned out to be the only ones who were keeping totals of the senatorial race and were consulted constantly.

They took turns writing down tallies, adding the totals and phoning the BRN studio with the results.

They were especially satisfied when they found that their figures were more accurate than those of the local radio station and United Press for Tuscaloosa County.

Congratulations BRN!

Another orchid to BRN for the wonderful publicity which the station received in a recent edition of the "Rammer Jammer," (college monthly). From this we learned some interesting things about the programs on the station, which bears out our contention on pages 2 and 3 of the Bulletin, that good programming can be done by the students on college radio stations.

Some of the most fascinating shows on the station from an audience standpoint, are the dramatic programs which range from light comedy of an army private and his dilemmas to insane women and trials of Army nurses on Bataan. One of their best shows was a pro-

duction of Wilbur Daniel Steele's "How Beautiful with Shoes."

Other programs of interest were:
 "The Dugout," original radio drama by Peter Ruckman, Sue Reese's production of "The Key," and "The Task" written by produced by BRN President Peggy Flynn. "Widows Shouldn't Weep" produced by Shirley Cantor, was another of their successful dramatic shows.....which only goes to prove that IT CAN BE DONE.

* * *

From Cornell comes the interesting item about an actual survey of listening habits of Cornellians, made in connection with a course in Industrial Marketing given in the school of Engineering. The Station makes every effort to guide itself by the findings of this and other surveys in its selection of program material for the students.

* * *

A new program on the Brown Network is a Navy program which runs from 0630 to 0830 six days a week. This show, the "TNT" of the network features time, Naval announcements and transcribed music. It has been endorsed by Captain Briggs of the Naval unit at Brown, who, incidentally has announced that anyone working on the program will be excused from calisthenics once a week.

The station appears to have the best cooperation possible from the Navy.

FROM THE COLLEGE MAIL BAG.....

WESLEYAN has inaugurated a new Special Event that is unprecedented in Wesleyan history. They have started broadcasting home baseball games from a special booth on the baseball field. Track events will also be aired.

ALABAMA sends word that two of their tried and true programs "Word Patterns," a poetry show and "People of the World," a show describing the peoples of each country in the news today, are being sent out weekly over Stations WORD and WAPI, Tuscaloosa and Birmingham.

HERE AND THERE.....

Recently a poll was conducted on the campus of Yale University to determine the exact listening audience of Station WOCD. The results were as follows:

of 1416 Navy students.....67% lived in rooms containing radios.

86% of those listened to WOCD more than any other station.

of 548 civilians.....72.2% lived in rooms containing radios.

75.5% of these listened to WOCD more than any other station.

With the permission of the authors, the students at Harvard recently produced Arch Obeler's "The Word"..... and Irving Reis's "Meridian 7-1212"

Early morning programs are becoming more and more popular both with civilian and military students..... a suggestion!

IBS has arranged with the Belgian Information Center to have a series of transcribed programs sent to all of our member stations. If yours have not been arriving each week, let us know, and we'll see that you get them.

Mrs. Peggy Flynn, prexy, BRN, U. of Alabama, has sold her first short story. The story entitled "Cupid Wears Slacks" was written for a class, and was sold to the Western Family Publishing Co.

New officers at WHAV, Haverford included

Bob Richie.....President

Howard Starkweather.....Production Director

John Street.....Chief Engineer

Charles T. Lenton.....Business Manager
